

Two-Day Conference: Wednesday January 24th and Thursday January 25th, 2007
The Westin Peachtree Plaza • Atlanta, Georgia

Atlanta Metropolitan Area and Surrounding Regions...

Transportation Solutions Summit

Strategies for Relieving Traffic Congestion

Hear from Key Decision-Makers and Industry Experts:



Harold Linnenkohl,
Commissioner,
GEORGIA
DEPARTMENT OF
TRANSPORTATION,
President, AASHTO



Hans-Werner Franz,
BERLIN-
BRANDENBURG
TRANSPORTATION
AUTHORITY,
Germany



Jane D. Hayse, Chief,
Transportation
Planning Division,
ATLANTA REGIONAL
COMMISSION



Gary Thomas,
President,
DALLAS AREA
RAPID TRANSIT



Brian Pilger,
Vice President of
Transportation,
METRO ATLANTA
CHAMBER OF
COMMERCE

Learn from Best Practices and relevant Case Studies:

- ✓ Buckhead Community Improvement District
- ✓ City of Toronto, Canada
- ✓ Fulton County
- ✓ Georgia Regional Transit Authority
- ✓ Georgia Department of Transportation
- ✓ Manatee County Area Transit, Florida
- ✓ City of Montreal, Canada

At This Event:

- ✓ **IMPROVE** current and future initiatives for integrating transportation systems
- ✓ **REPLICATE** best practices from around the world
- ✓ **SECURE** strategies to capitalize on cooperation with all levels of government
- ✓ **DISCUSS** areas for alternative financing and procurement
- ✓ **UNLOCK** the role of technology in eliminating congestion
- ✓ **DELIVER** on public density and transit needs with sustainable infrastructure

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Atlanta Metropolitan Area and Surrounding Regions...

Transportation Solutions Summit

Strategies for Relieving Traffic Congestion

Don't be left out! At this event, work with leaders to make a difference on how YOUR area is impacted. It is your call to bring about change for your region!

This is a must attend event for anyone working in transportation! It is an opportunity to learn and develop your own strategies and solutions that you can benefit from. This is your opportunity to bring about change and innovation where it is needed the most.

Why Atlanta and it's surrounding region?

- ⇒ Metropolitan Atlanta, and its surrounding regions has major bottlenecks compared to other regions
- ⇒ Congestion in Metropolitan Atlanta affects the movement of goods as the region is crisscrossed by 13 freeways
- ⇒ Influx of population is outpacing transportation infrastructure
- ⇒ Suburb growth in Metropolitan Atlanta is outpacing city development with 90% of commuters driving to work
- ⇒ The downtown connector sees close to 1/2 a million cars daily
- ⇒ Atlanta is home to one of the world's busiest airports, with high passenger and aircraft traffic

.....Why now?

The economic, environmental, and social implications of gridlock are enormous. This conference will deliver solutions on:

- ⇒ Overcoming funding limitations through engaging and timely discussions
- ⇒ Developing integrated transportation solutions
- ⇒ Establishing a workable governance system that includes land use issues
- ⇒ How Atlanta can model best practices from international and national case studies that demonstrate integration and cohesive partnering and funding strategies

.....And why you should be there?

With more decisions being made around the movement of goods, there is a call for higher cooperation from all key decision makers. It is YOUR obligation to be there to create workable solutions for the Atlanta Metropolitan Area and surrounding regions.

True to the theme of creating solutions, we have brought you related case studies that will bring added value

Featured Case Studies include:

- ✓ Atlanta Regional Commission
- ✓ Berlin-Brandenburg Transportation Authority, Germany
- ✓ Buckhead Community Improvement District
- ✓ City of Toronto, Canada
- ✓ Dallas Area Rapid Transit
- ✓ Georgia Regional Transit Authority
- ✓ Georgia Department of Transportation
- ✓ Manatee County Area Transit, Florida
- ✓ City of Montreal, Canada

Several great initiatives are underway, and with increased dialogue, we will create more cooperation between the Atlanta Area and its surrounding regions to achieve:

- ✓ A reduction in the number of cars on the road
- ✓ Increased transit ridership
- ✓ Improved land density plans to sustain ridership
- ✓ More alternative and flexible modes of transportation offered

With real solutions being created, can you afford to miss being part of this visionary planning?

This is Your Best Networking Opportunity This Year!

Take this opportunity to meet and discuss the issues with the conference speakers and government officials, plus your planning, financing, and infrastructure colleagues!

Don't Miss This Invaluable Learning and Sharing Opportunity – Register Today

Don't miss this chance to network, meet, discuss, and debate the issues with representatives at the heart of the Atlanta Metropolitan Area and its surrounding area's transportation planning and investment blue print. Register today – space for this event is limited and sure to sell out! Call **1-866-298-9343** or e-mail registrations@strategyinstitute.com.

Judge for yourself. Here's What Attendees of Past Transportation Summits Had To Say:

“Outstanding – dead on....Very interesting and knowledgeable presenters”

“Very useful – broadened my horizons”

“Very interesting conference that provides an opportunity to hear issues important to stakeholders. Also great to meet people working in similar positions.”

To register call 1-866-298-9343 • E-Mail: registrations@strategyinstitute.com

DAY ONE: Wednesday January 24th, 2007

7:45 AM Registration & Sponsor Exhibits Open – Continental Breakfast

8:15 AM Opening Address from the Chair

Carie Grall,
Publisher,
MASS TRANSIT MAGAZINE



Opening Address

8:30 AM **Building An Efficient Transportation Network: The Challenges And Solutions For Georgia**

Commissioner Harold Linnenkohl goes in-depth with us on initiatives for enhancing transportation needs and quality of life in Georgia including:

- Supporting economic development
- Developing environmental sensitivity
- Improving quality of life for Georgia's residents

Gain a better perspective on what some of the region's long-term plans include and how YOUR region can benefit from them.

Harold Linnenkohl, Commissioner,
GEORGIA DEPARTMENT OF TRANSPORTATION and
President, AMERICAN ASSOCIATION OF STATE
HIGHWAY AND TRANSPORTATION OFFICIALS



Case Study: City of Savannah

9:15 AM **Planning For Long-Term Transit Improvements: Increasing Mobility For All Residents**

The city of Savannah understands that increasing the number of highways is not a solution for diminishing traffic congestion. For that reason, they have developed a robust and highly reliable transit system by:

- Planning for long-term public transportation improvements
- Aggressive marketing strategies to increase ridership
- Improving convenience and access of mass transit to ALL residents

This session will give you the opportunity to understand how to enhance YOUR public transportation network and to develop strategies to change transportation patterns.

William Oakley,
Chatham County Appointee,
CHATHAM COUNTY BUDGETARY PLANNING



10:00 AM **Sponsor Exhibit Area – Networking Break**

Interact with conference speakers and fellow attendees. Secure important new business contacts to discuss crucial developments in transportation funding and planning.

Case Study: Florida

10:30 AM **Adopting New Technologies For Exceptional Services And Management Efficiency**

Manatee County, Florida is turning towards technology to create exceptional transit service for passengers and to increase productivity and efficiency of their transportation management staff. Hear more initiatives on:

- Assessing technology to meet ridership needs
- Automating processes to reduce human error
- Discouraging fraudulence
- Locating vehicles for higher efficiency and incorporating onboard security

Learn how you can maximize ROI and customer satisfaction.

Ralf Heseler,
Manager,
MANATEE COUNTY AREA TRANSIT



Case Study: Buckhead Community

11:15 AM **Reviewing The Governor's Fast Forward Program: Recognizing And Re-defining Transportation Priorities in Urban Areas**

In denser urban areas, Buckhead, MidTown, Downtown Atlanta, and Perimeter Center Dekalb/Fulton County, Governor Perdue's Fast Forward Program by its inclusion of non capacity, traffic efficiency, transit/bike/ped friendly features recognizes an emerging new definition of "Transportation":

- Project characteristics and evaluation
- Project implementation
- The project in context of land-use and transportation demand management strategies in urban areas

See how this change will affect you!

Scotty Greene,
Executive Director,
BUCKHEAD COMMUNITY IMPROVEMENT DISTRICT



12:00 PM **Exhibition Area – Networking Luncheon**

Join the conference speakers and your peers for a relaxing luncheon. This is your opportunity to make new contacts and discuss the ideas presented in the morning session.

Luncheon Address

1:30 PM **Best Practice Case Study: Berlin-Brandenburg Creating A Successful, Modern and Efficiently Run Transportation System**

Find out how the Berlin-Brandenburg Transportation Authority built one of the largest and most successful transportation associations in Europe.

- Learn how the VBB successfully integrated region wide public transportation by incorporating economic and demographic development
- Explore how the VBB works with 45 public and private transport companies serving five million users
- Know what the distinguishing features are and what makes them successful

Learn how other large regions address and create transit solutions and how you can emulate these success factors.

Hans-Werner Franz, Managing Director,
BERLIN-BRANDENBURG
TRANSPORTATION AUTHORITY



2:15 PM **Maximize Your Own ROI With Limited Resources: Prioritizing Projects By Best Economic Value**

Maximizing money spent by effectively prioritizing projects is crucial with limited budgets and federal funding. Being selective in projects, progressing in the right sequence, and ensuring the right decisions are made is imperative for the development of the region.

- Prioritizing projects by best economic value
- Planning around limited resources
- Obtaining new sources of funding and building partnerships that work

Learn and understand how you can get more from your dollars and increase economic development of your area.

Earl Mahfuz,
Treasurer,
GEORGIA DEPARTMENT OF TRANSPORTATION



Agenda Continues (see next page) 

DAY ONE (continued): Wednesday January 24th, 2007

3:00 PM Sponsor Exhibit Area – Networking Break

Continue the debate and discussion with your peers while enjoying a refreshing break.

Expert Analysis

3:30 PM Providing Automated One-Stop Transit Information Via Internet, Phone, And Other Innovative Methods

For states with multiple transit systems, planning trips remains a challenge and consequently, residents are most likely to utilize their vehicles as their primary mode of transportation. Texas is currently exploring strategies for coordinating transit information and services across regions as a way of providing convenient and seamless service to all passengers. Strategies include:

- Providing a one-stop shop transit information service
- Exploring options for coordinated dispatching and service interlining
- GIS modeling of intercity commuting and non-emergency medical commuting (Medical Transportation Program)
- Reviewing strategies being researched for implementation including automating and integrating information systems to offer trip-planning information via Internet and telephone
- Determining cost benefit for integrating information systems

Discover how to take advantage of this innovative system in YOUR region.

Laura Higgins,

Associate Research Scientist,
TEXAS TRANSPORTATION INSTITUTE



Industry Panel Discussion With Interactive Q&A Time

4:15 PM Building Sustainable Infrastructure And Transportation Networks: Determining Long-Term Strategic Plans Through Transportation Management Associations

TMA applications differ from area to area to ensure the success of each. Explore successful strategies among other initiatives:

- A review of other programs TMA's are introducing and the progress being made
- Funding for TMA's and how it reduces costs on the system in the long run
- Hear what other TDM initiatives and examples are underway and how you can benefit

See how Transportation Management Associations support the move towards integrated and sustainable systems, and how YOU can benefit.

Denise Starling, Executive Director, BUCKHEAD AREA TMA
Ginny Rainey, Executive Director, COMMUTER CLUB
Ellen Macht, Executive Director, THE CLEAN AIR CAMPAIGN, INC.
David Southerland, Executive Director, PERIMETER TRANSPORTATION COALITION

5:15 PM Conference Adjourns to Day Two

DAY TWO: Thursday January 25th, 2007

7:45 AM Registration & Sponsor Exhibits Open – Continental Breakfast

8:25 AM Value Added Recap Of Day One From The Chair

Carie Grall, Publisher, MASS TRANSIT MAGAZINE

Opening Session: Best Practice Case Study Montreal Metro System

8:30 AM Best Practices: Creating An Integrated Commuter Rail, Transit And Bus System To Meet User Needs

Learn how North America's most used system, the Montreal Metro System, was able to develop an integrated commuter rail, subway, and fare system with cooperative measures that support the metropolitan growth plans.

- Learn about metro extensions that meet growth endeavours and connections to outlying areas
- Implement alternative modes of transportation like an electric commuter rail line
- Contract operators to maintain efficiency while keeping fare costs down
- Manage efforts to conserve the city and environment such as launching electric shuttle buses

Take away strategies on how Montreal Metro keeps its ridership up and successfully initiates new programs and expansion plans, and apply it to YOUR area.

Robert Olivier,

Former Principal Director,
MONTREAL METRO SYSTEM



Team Discount

Send 3 delegates and the 4th delegate attends for free!

Regional Expert

9:15 AM Enhancing Transit Performance Through Effective Market Research: Innovative Solutions On How To Meet Your Commuter Needs

Based on one of the most extensive market research studies done to date in the world, the Metro Atlanta Chamber of Commerce has identified ways to grow ridership among its citizens and shape future implementation of transit in Metro Atlanta. This session will explore in detail:

- Segmenting and locating your transit-receptive market
- Identifying key transit attributes to attract new transit riders to you and away from their automobiles
- Developing the right transit technology for your region (i.e. heavy rail, light rail, or BRT)
- Using market research to attract new riders today, and design the system for tomorrow

Hear the results of one of the most extensive and innovative market research studies of its kind and learn strategies that can be used to increase ridership in YOUR region.

Brian Pilger,

Vice President of Transportation,
METRO ATLANTA CHAMBER OF COMMERCE



10:00 AM Sponsor Exhibit Area – Networking Break

Interact with conference speakers and fellow attendees.

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By sponsoring this event, you can display your company as an industry LEADER. To learn more, contact George Pollard at 1-866-298-9343 extension 272.

Agenda Continues (see next page)



DAY TWO (continued): Thursday January 25th, 2007

Case Study: City of Toronto

10:30 AM Intelligent Transportation Systems: Successes and Challenges For Improving Transportation Efficiency and Safety

Exploring how ITS improves and maintains transportation efficiency for the Greater Toronto Area serving a population of eight million commuters daily in the 4th largest region in North America.

- Understand the status of ITS in the City of Toronto and its current role, successes, and challenges in improving and maintaining transportation safety and efficiency
- Find out about the future role of ITS in the City of Toronto to meet the objectives of the "New Official Plan"
- Look at potential ITS initiatives within the context of the City of Toronto's new official plan

Learn why ITS initiatives are such an integral aspect of gridlock control. See how you can replicate this success in YOUR region.

Les Kelman, Director of Transportation Services Traffic Management, CITY OF TORONTO TRANSPORTATION DIVISION



Case Study: Dallas

11:15 AM Expanding Your Transit Systems: Maximizing Your ROI

In an effort to cut down on congestion and increase the quality of life of its residents, the Dallas Area Rapid Transit (DART) will double its rail system, bringing it to 90 miles by 2013. This project addresses:

- Making a business case for additional funding
- Increasing riders on public transit
- Enhancing rail service with minimal disturbance

Dallas has been able to receive extra funding for expanding its rail system. Learn how you can create a business case to increase financial backing for YOUR own projects.

Gary Thomas, President, DALLAS AREA RAPID TRANSIT



12:00 PM **Exhibition Area – Networking Luncheon**
Join the conference speakers and your peers for a relaxing luncheon. This is your opportunity to make new contacts and discuss the ideas presented in the morning session.

1:30 PM Effective Planning: Building The Right Framework For Offsetting Congestion

With population in the Atlanta region expected to increase by nearly 2.3 million to more than 6 million in the next 25 years, and with the number and length of vehicle trips rising, the Livable Communities Coalition is establishing a coordinated framework.

- Encourage greater land density with mixed use developments in region centres and transportation corridors
- Integrate transportation investments with appropriate land use
- Accommodate higher-density development with suitable infrastructure improvements such as road, transit, and pedestrian/bicycle upgrades

Find out how this initiative is changing Atlanta's transportation infrastructure to relieve congestion.

Jim Durett, Executive Director, LIVABLE COMMUNITIES COALITION



Industry Expert

2:15 PM Resolving Regional Gridlock: Involving Communities In Long-Term Planning

The Atlanta Regional Commission (ARC) aims to build partnerships with communities to enhance mobility while decreasing congestion and meeting air quality standards. Hear their solutions, strategies, and recommendations.

- Community involvement in collaborative partnerships
- Providing objective information to enhance alternative modes of transportation
- Offering Transportation Data Management services to the Atlanta region

This session offers great insight on collaborative partnerships and long-term planning.

Jane D. Hayse, Chief, Transportation Planning Division, ATLANTA REGIONAL COMMISSION



3:00 PM Sponsor Exhibit Area – Networking Break

Industry Experts Recap & Brainstorming Panel With Interactive Q&A

3:30 PM Rethinking Modal Choices For The Region To Improve Traffic Flow

This session is intended to explore the different modes of transportation that can be used to alleviate gridlock in metropolitan Atlanta and its surrounding regions.

- Measuring cost versus long-term value
- Evaluating what modes would work best and where
- Factoring in land use in the decision making process

This is an important session for understanding lessons learned for transit and infrastructure development.

Moderator: **Brian Pilger**, Vice President of Transportation, METRO ATLANTA CHAMBER OF COMMERCE

Jane D. Hayse, Chief, Transportation Planning Division, ATLANTA REGIONAL COMMISSION

Jim Durett, Executive Director, LIVABLE COMMUNITIES COALITION

Gary Thomas, President, DALLAS AREA RAPID TRANSIT

James M. Ritchey, Jr., Deputy Director, GEORGIA REGIONAL TRANSPORTATION AUTHORITY

Industry Expert

4:15 PM Measuring The Real Impact Of Gridlock: Concerns That You Need To Be Aware Of

The estimated cost of fuel consumption and delay in Georgia is respectively over two billion dollars per year, with smog detection consistently in the red zone. This concluding session details some of the costs associated with gridlock.

- Long-term costs including health issues associated with smog
- Pollution and long-term illnesses
- Tactics to protect yourself from your environment

This session will drive home the importance of reducing gridlock by highlighting all other associated costs of gridlock. Know more on what is at stake and why immediate intervention is critical.

Fernando Houlguin, Medical Epidemiologist, Air pollution and Respiratory Health Branch, CENTERS FOR DISEASE CONTROL



5:00 PM **Closing Remarks from Chair & Conference Adjourns**

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Strategies for Relieving Traffic Congestion

How to register

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CONFERENCE REGISTRATION FORM

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WEDNESDAY JANUARY 24TH AND THURSDAY JANUARY 25TH, 2007

Conference Pricing	Early Bird Rate <i>If you register by Nov. 10th</i>	Early Bird Rate <i>If you register by Dec. 15th</i>	Regular Rate
*Government & Transportation Authorities	<input type="checkbox"/> \$597	<input type="checkbox"/> \$697	<input type="checkbox"/> \$797
Regular Rate	<input type="checkbox"/> \$1497	<input type="checkbox"/> \$1597	<input type="checkbox"/> \$1697

***GOVERNMENT & TRANSPORTATION AUTHORITIES' INVESTMENT** is \$797.00. Those groups eligible for this rate include municipalities, county, city, state and federal government elected officials and civil servants. Strategy Institute reviews all registrations and reserves the right to determine special pricing privileges.

REGULAR INVESTMENT: The registration fee for **TRANSPORTATION SOLUTIONS SUMMIT** is \$1697.00. This investment includes luncheon, receptions, refreshments, networking breaks, continental breakfast and original course materials. Payment is required in advance and can be made by company check, VISA, MasterCard or American Express. Please make checks payable to the Strategy Institute Inc. and write the registrant's name on the face of the check.

A Group Discount is being offered for this conference. To be eligible for the GROUP DISCOUNT, delegates must register at the same time.

CONFERENCE VENUE: The conference will be held at the **Westin Peachtree Plaza**, a 5 star hotel conveniently located at 210 Peachtree Street, in the heart of Downtown Atlanta. Due to their value and proximity to the conference venue, we recommend that you make your accommodations at the **Super 8 Atlanta Downtown** by calling 404-524-7000. www.super8atlanta.com. If you require further assistance, please do not hesitate to contact our customer care team at 1-866-298-9343.

PAYMENT: Please make check(s) payable to Strategy Institute Inc. and write the registrant's name on the face of the check.
 Registration can be faxed to (866)298-9344

CANCELLATIONS: Cancellations must be received in writing by January 2nd, 2007. You will be eligible for a prompt refund less a \$495.00 administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

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